

The NFIP Agent Co-Op Program provides agents, WYO companies, and insurance associations with the advertising tools they need to help expand their flood insurance portfolios.

The Co-Op program helps agents:

- Increase their buying power through media reimbursement—up to 75%.
- Develop an individualized marketing plan.
- Link their efforts to the NFIP marketing campaign.
- Interest and motivate customers.
- Provide customers with agent contact information for flood protection.
- Reach a larger audience and reduce costs through group advertising options.
- Increase advertising reimbursements by 25% when flood-specific training is completed (Become FloodSmart).



WARNING:

Business is about to increase.

The NFIP Agent Co-Op Program

Program Highlights

- Receive an additional 25% in Co-Op reimbursement – if you complete approved flood training
- No approvals needed for creative
- Simple reimbursement process
- All Co-Op Program resources are available online at FloodSmart.gov/agent

Three Types of Co-Op Ads

Advertising made simple — that's what the Co-Op program is all about. Agents choose from three different categories of flood messaging (high, medium or low) and are reimbursed accordingly. Examples of a few creative templates, as well as more information about the three types of ads, can be found on the other side of this page.

Being FloodSmart Pays

It's easy to become FloodSmart:

1. Complete a state-approved continuing education (CE) course for at least three hours on flood insurance within the past 12 months.
2. Submit a copy of the certificate to the Co-Op Administrator.
3. Receive an additional 25% on advertising.

For detailed training requirements visit FloodSmart.gov/agent.

Group Advertising Saves Time and Money

Companies and insurance associations can list multiple agents together in the same print ad and save 50% on the ad cost. NFIP's ad agency will create and place the group ads. For details, visit FloodSmart.gov or contact the Co-Op Program Administrator.

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Co-Op Program Details

[continued from other side]

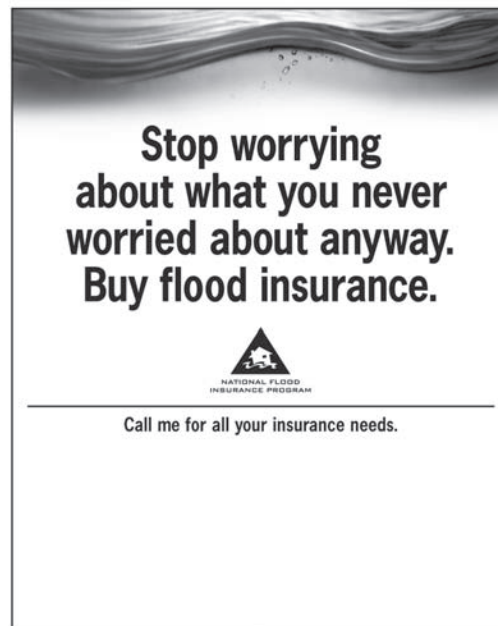


High Flood Messaging

[50% reimbursement]

[75% if FloodSmart]

This creative is focused on flooding and directs consumers to contact the flood expert in their area. Template options include newspaper, magazine, and Yellow Pages ads and radio spots.

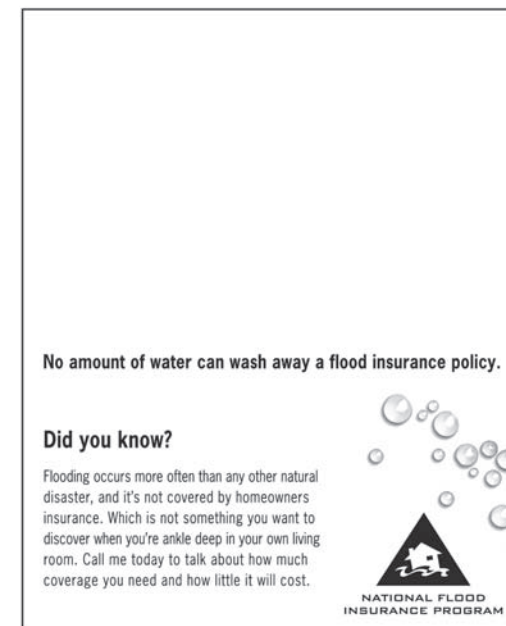


Medium Flood Messaging

[25% reimbursement]

[50% if FloodSmart]

This creative promotes flood awareness, but allows agents the opportunity to highlight other lines of business. Template options include newspaper and Yellow Pages ads.



Low Flood Messaging

[10% reimbursement]

[35% if FloodSmart]

With this option, agents can design a message of their own and tag it with a flood message provided by the Agent Co-Op Program.



FEMA

Get started with the Co-Op Program today visit FloodSmart.gov/agent.



**NATIONAL
FLOOD
INSURANCE
PROGRAM**